

In the content of recent pandemic, self regulation code for over the top channels must be given a chance to prove its credibility. Analyse.

Over the top services are service which streamlines programmes sports events, movies, series etc.

These are considered new age service which developed with connectivity revolution eg. 4G.

OTT services are raising exponentially estimated to overthrow theatres dependences in developing & developed countries.

Issues: of OTT:

Content:

- Some content are offensive for religious and moral sentiments of society

- Age appropriate content - sometimes they are complained ~~on~~ for promoting sexual content.

- Since some content are made global in nature they also hurt national sentiments.

- Valourising Game is also done for audience attraction.

Why OTT needed:

- The Traditional film industry offers much less for new aspiration whereas OTT are promoting new aspirations
- Creative content which are revealing societal injustice, administrative excess, other issues which need awareness.

Self regulation:

Recently, OTT networks are created self regulation under Internet and Mobile association of India.

- women's and children rights protection.
- copyrights
- Age appropriate certification and parental guidance
- abiding by IPC on women & child rights
- upholding freedom of expression.

These guidelines are in line ~~at~~ with recommendation of Shyam Benegal committee under Ministry of I&B.
Putting OTT under Censor board is detrimental as the board is also alleged of Prejudice and vested interest.